BROADCAST FROM

The New York Office 404 East 55th Street, New York

Number 11 Issued June 1, 1933

MUST BOOKS

Note: For two of these titles, there is, presumably, a ready-made market, regardless of the intrinsic merit of the individual title. The Booth Tarkington deserves a place in this group on any ground.

June 21

Norris, Kathleen WIFE FOR SALE Doubleday, Doran

. It would be an interesting experiment in human nature to publish this book under an unknown name, and see just how far it would go. It seems to me that one would be safe in feeling that even the Norris fans would pass it up as a machine-made, patterned story, with creaky machinery, and faulty plot structure, a made-to-order-for-serialization story which should have been edited before being brought out in book form. A new slant to the depression and the unemployment problem, which may swell the coffers of the matrimonial agencies, for it is the story of a girl, daunted by unemployment who seeks a way out by offering herself in marriage to anyone who will make her future and that of her family secure. The ingredients for the successful circulating library item are all there - romance at long last, a tangled and eventually untangled web, and a few recipes for self aid. $2.00

June 24

Rosman, Alice Grant PROTECTING MARGOT Minton, Balch

Say what you will, Alice Grant Rosman seems to have solved the problem of sentimental fiction in palatable form. She spins a good yarn, and the sentiment is adroitly concealed by a style that has no stickiness in it. The new book is less of a love story, and more of a psychological study of two women - the one a deserted wife, weighed down by an inferiority complex and a trusting nature, the other a domineering, self-seeking sister-in-law, with an eye to the pocket-book of "dear Margot". Offsetting these two are the rescuers, - Stella, who manages a smart shop in Margot's neighborhood, and who is, incidentally, the illegitimate daughter of Margot's erring husband; and Nicholas, a young and but lately returned cousin, who is honestly disturbed by the situation, and inadvertently in love with Stella. A readable tale, and sure of a good market. $2.00

August 16

Tarkington, Booth PRESENTING LILY MARS Doubleday, Doran

A tale that combines the always appealing glamor behind the footlights, with Booth Tarkington's unfailing ability to tell a good story, and introduce real people in his characters. There is, perhaps, less of humor in the telling, though plenty in the situations for the observer who reads between the lines. A beautiful small

town aspirant to dramatic honors wins her place in the sun by sheer hypnotism directed towards every man she meets, beginning with the reluctant dramatist, and ending with the director whom she harnesses, in the last chapter, in the bonds of matrimony. In the interval - a stormy one - she completely upsets the whole company, and manages to keep the glory centered upon herself. The successive upheavals and the temperamental flurries of the leading lady carry the reader from one amazing situation to another. Booth Tarkington has given us another facet of his multiple personality, in a story quite unlike any other in his repertory. ~~$2.00~~ 2.50

PROBLEMATICAL BOOKS

FICTION

June 6

Cobb, Irvin S. — ONE WAY TO STOP A PANIC — McBride

A collection of sketches and short stories in the usual Irvin Cobb manner. The first story, which might be the scenario for a comic reel at the talkies, gives title to the group. Some of the others suggest good bits of journalism, written by an itinerant reporter, with an eye to humorous situations. Slight anecdote, amusing dialogue, humor at times a bit forced, but again thoroughly spontaneous. $2.00

June 7

Benson, E. F. — TRAVAIL OF GOLD — Doubleday, Doran

Benson has charted for himself an erratic curve of sales. A fair enough guess would place this toward the upper curve of his fiction, as a readable tale, with more of meat than the average novel, which should be popular with the more intelligent of the circulating library market, and have a healthy over-the-counter sale. A modern story of the outer fringe of the intelligentsia in London, with the focus on the essentially modern problem of the effect of "money of her own" - in this instance fairly earned, on a girl who becomes overnight a favorite behind the footlights, and on her lover, whose aspirations toward dramatic success lag behind. She is an idealist, he, a materialist. When success finally comes to him, it is not through the work toward which he had been striving, but through bitter, satirical vein of comedy, in which he turns to his own ends the foibles and eccentricities of his friends and acquaintances, and even of his immediate family. And he falls victim to his passion for money, and sacrifices all his ideals with scarcely a qualm. $2.00

Gielgud, Val — THE BROKEN MEN — Houghton, Mifflin

A tale of international intrigue, fast moving melodrama of the foiling of a plot to blow up the capitals of the world and restore absolute monarchies. The "broken men" are the conspirators, and they plan to use as their instruments of destruction, a fleet of bombing planes which have been collected, presumably, to safeguard the peace of the world. The plot is discovered and circumvented by an English girl, her fiancé, and a German aviator. The emphasis is, however, on adventure, not on romance, and the book is admirable escape literature for men, and should be an easy mover in circulating libraries. Well-written and not too melodramatic in the telling. $2.00

June 20

Wheatley, Dennis THE FORBIDDEN TERRITORY Dutton

Surprisingly like the book described above. This story is, however, laid in Soviet Russia and in a carefully protected "forbidden territory" of Siberia. With the reign of terror at its height, this makes an exciting setting for international intrigue. An adventure loving American has disappeared, and he manages to get through a code message which puts his friends on his trail. Plenty of adventure, its quota of romance, and finally escape, across the Roumanian border. $2.00

June 21

O'Brien, Edward Ed. THE BEST SHORT STORIES: 1933 Houghton, Mifflin

Needs no comment, as you know your own market for the books of this well-established series. $2.50

June 23

Loring, Emilie HILLTOPS CLEAR Penn Publishing

Back to the farm would seem - judging from the romantic novelists - a sure ticket to adventure and a happy ending. This is good hammock reading for lazy summer days, and is no strain on the intelligence. Romance of the old-fashioned school, for which there are always applicants, in which a girl gives up her work in the city to take an invalid brother to seek health on a Maine farm, and there discovers that logging affords more perils and melodrama than the gangsters of New York, and that her armor of indifference to man and particularly to a special brand of gilded youth, has its Achilles' heel. Good circulating library item for conservatives. $2.00

June 29

Herrick, Robert SOMETIME Farrar & Rinehart

Strange the fascination Utopia has for recurrent generations of idealists. Here is the latest offering - an idealistic state, built on communal lines, with Africa the cultural, social and economic center of the world, with time and space eliminated and privacy a thing of the remote past, with romance reduced to scientifically controlled eugenics, and with these United States buried under a glacier, and but slowly emerging to serve as an example of the madness of a world that had perished. Humanity is made over, and there is scarcely a throwback; economics are on a simplified basis; society has its emotions in leash. The slim thread of plot is lost in the maze of philosophical outpourings. A limited sale. $2.50

July 5

Aldington, Richard ALL MEN ARE ENEMIES Doubleday, Doran

Enemies of what? Self revelation, thinks Anthony, hero of this exquisite romance, an entirely new vein for the author of THE COLONEL'S DAUGHTER. The war was his central character, in his earlier books; now the war is in the discard, a spring-

board for individualism, for departure from old and time-worn standards, for escape. One follows with breathless interest the emotional development of a highly-keyed young Englishman, the product of a war generation, who holds the war and its aftermath in disrepute, and who seeks for himself release from the conventions of material success in business, society and marriage. The ideal love has been his guiding light throughout his disillusionment, and when eventually he cuts the Gordian knot, he finds for himself - or seems to - as the book closes, a dream life come true, in an ideal setting off the coast of Southern Italy. A book that is sure to widen Aldington's market, by including those who frankly enjoy the romantic appeal, and who will relish the underlying philosophy and the subtle handling of an illusive emotional pattern. $2.50

July 7

Bassett, Sara Ware — SHIFTING SANDS — Penn Publishing

A "safe and sane" story to rent or sell to the adolescent of any age, and particularly to the conservative elderly reader who likes her love stories unhampered by any problems, and who relishes a few slightly tangled webs and an aura of mystery. The Cape Cod setting, the heroine, a youngish widow, the romance with the shipwrecked stranger who stumbles across her doorway and gives into her keeping a package of jewels, and the eventual happy ending, make an innocuous and unimportant novel, adequately handled. $2.00

July 12

Duffy, Hans — SEVEN BY SEVEN — Morrow

Possibly the Aldous Huxley following will take up this new English novelist, but to this reader this particular book seems to have his diffusiveness and lack of cohesion, his straining for sophistication, and to lack his brilliance and the erotic slant which undoubtedly is an asset to his audience. A futile sort of tale with some rather fine bits of writing, some scintillating dialogue, and a story that seems hardly worth the telling. It pictures the disintegration of the landed aristocracy of England, in a post war generation that harbors disillusionment, morbidity, boredom, perversion and hopelessness. Not a pretty picture, nor a convincing one. $2.00

July 14

Hatch, Eric — FIVE DAYS — Little, Brown

A highly entertaining comedy, excellent escape from depression, a sure cure for an attack of the blues. An utterly mad and improbable story of a gilded youth whose gilt has worn off, of a burglar on vacation, of a girl rescued in a flannel nightie from a scow in the Jersey marshes, of a bishop who has doffed his collar, of a society girl who rejoices in shocking her elders, of a runaway husband who finds he has paid too high a price for his wife's fortune, and of a stolen yacht on which this oddly assorted group appoint themselves passengers and crew. A relief in providing evidence that the way of the erotic is not the only way to fun. $2.00

Trefusis, Violet — TANDEM — Putnam

Except for the undoubted authenticity of portrayal of the sections of society depicted, this seems the type of book that has no particular place in the American pattern. A leisurely, well-written tale of three sisters, of a childhood in France, of marriages that bring them to the parting of the ways, - one to drift along to a comfortable old age with a man beneath her social station; one to boredom via the conventional path of the life decreed for the English landed gentry; and one to a

frenzied effort to escape equal boredom among the French bourgeoisie, by carving out for herself a career on the edge of the literati. $2.00

July 17

Thomas, Elisabeth Finley DAPHNE WINSLOW Farrar & Rinehart

The story of a martyr's crown, rather becomingly worn by a lovely young widow. A sentimental and unconvincing story of her struggles to force in herself a love for her daughter, who antagonizes her at every turn, and to keep within bounds her adoration of her son. In compensation she sacrifices her own emotional life, first for an ideal which she strives to keep alive in the image of her first marriage; then for her conception of her duty to her daughter, whom she finds is adolescently in love with the man her mother loves; and finally, for her grandchild, because unwittingly the child has caused the beloved son's death. $2.00

July 18

Stuart, Francis TRY THE SKY Macmillan

This young Irish writer has forged to the front ranks of a certain phase of modernism, the symbolic school, we might call it. In this new novel, he proves an elasticity which the earlier books did not indicate. A strangely poetic story, illusive, fragile, of conflict of motives and ideals, of material aspiration at its highest, versus a seeking for the infinite. The setting is a motor boat on the Danube, shifting thence to Vienna and Munich. The book lacks the power of his first novel, PIGEON IRISH, but is better sustained than the second. Not an easy book to sell, though he is building his own market. $2.00

July 19

Craig, A. R. WHEN ADAMS WEPT Doubleday, Doran

Again the theme of the effect of a woman's success on the man who is emotionally involved with her, and of the forging of a chain of interdependence, based not on the strength of their love, but on the strength of his weakness. An amazing character study, with an interesting story to tell. The setting is London, and later South America, where the wife finds the man she can really love, and dares not cut loose the husband she has grown to hate. Question - does woman's economic independence react as a binding rather than a loosening factor? A promising first novel, and one that thoughtful readers will enjoy. $2.50

July 26

Mottram, R. H. THE LAME DOG Houghton, Mifflin

The readers of books of the soil, particularly the H. W. Freeman type, will relish the new book from the author of THE SPANISH FARM. A story of the passing of the pre-war generation and traditions of England of the small village, and the coming of a mechanistic age. The years are 1882 to 1920 - and comprise the adult life of Earl Barningham, owner of a public house on the edge of a big estate. In his person he epitomizes the effort of the old school to deny and counteract the coming of the motor age. A grand old character, symbol of a passing race. In the story there is, perhaps, less popular appeal than in some of the author's earlier work. $2.00

July 27

Waugh, Alec — THE GOLDEN RIPPLE — Farrar & Rinehart

A fascinating story of the widening circles of effects from a seemingly casual decision. An oil prospector does not want to face a woman in Trinidad, so his boss lets that factor decide him in the way of least resistance, and he recommends the continuation of financing a search for oil on the island of Santa Marta, in the French West Indies. Just how this decision changes the destinies of a conservative family in England, of a get-rich-quick financier in New York, of a New Orleans scion of an old family, and of the people connected with each one of them, makes delightful - though at times depressing - reading. There is sophistication - and realism - idealism and romance - and a keen eye for plot and characterization. A good tale, well told, which should have a discriminating circulating library market as well as an over-the-counter sale. $2.00

July 28

Bronson, F. W. — AN AMERICAN HERO — Farrar & Rinehart

What's the path ahead for the small town football hero who has his way made easy that he might lend glory to a university team? Here is the story of one of them, and what a commentary it is on our so-called democracy. Not a pretty picture of our American college, nor yet of Wall Street, nor the cushy jobs overseas. When the crash makes our "hero" start at the bottom again, a roadhouse, a shady deal, a bit of black-mail, claptrap politics - and lo, he is at the top again. A satiric pen, barbed with poison, but with a real gift for plot and characterization. A man's book, rather than a woman's. $2.00

August 2

Van Dyke, J. — CHINESE LOVESONG — Doubleday, Doran

China from a different angle, and one that will appeal to anyone who has lived there, and who knows the inside picture as drawn in this vivid story of an inland provincial town, where the foreign population is arbitrarily divided into three camps:- the diplomatic and socially eligible group, the factory group, the mission group. A brilliant study in group psychology, where petty jealousy, political and social intrigue, a rigid caste system, and hidebound ethical codes grow in fertile soil. Woe betide the interloper who attempts to buck the rules. The story is told in an oddly eliptical style, which has a certain fascination; there is a note of authority - this man knows whereof he speaks. A good tale, and a new one. $2.00

Tomlinson, H. M. — THE SNOWS OF HELICON — Harper

Utterly unlike anything this reader has encountered in Tomlinson before. A symbolic tale of a revolt against materialism, in the person of a middle-aged architect who lives in a mist of unreality. Newly returned from America, he happens on the information that a Greek temple on remote Colonna, faces imminent destruction, and he starts on a trek half round the world in a quixotic effort to save one bit of sheer beauty from the vandals of modernism. In the end he chooses extinction with the temple rather than going on with a mechanistic civilization. The plot is almost smothered in an overgrowth of verbiage. Not easy selling. $2.50

August 23

Nolan, Jeannette Covert SECOND BEST McBride

A small town story on the silver chord theme, with variations, in that the first generation is father and daughter, the second generation mother and son. Good realism, but so unrelieved by humor that one feels that the author has missed a chance for an interesting picture of a certain cross section of the American public. However, there is something of the quality of Margaret Banning's earlier work in this story, and it should have a fair circulating library appeal. $2.00

A Dark Horse

Swanson, Neil H. THE JUDAS TREE Putnam

A rattling good tale in the James Boyd field, with a pre-Revolutionary setting of Maryland and the neighborhood of Fort Pitt. Don't be misled by the publisher's blurb into thinking of this as primarily a story of the siege and the rescue by the Highlanders, for although this plays an important part in the denouement, the emphasis in selling the book should be the fact of its being a romantic and adventurous love story, with the main characters young Leslie, son of a rich Maryland planter, and a beautiful red-haired termagant, one of the indented passengers on a western bound ship. A robust story, with gusto enough to interest men, and romance enough to appeal to women. Recalls the Robert W. Chambers of Cardigan days. $2.50

NON FICTION

June 9

Seldes, George WORLD PANORAMA: 1918-1933 Little, Brown

(Reported in May 15th issue of the Broadcast). On examination the book proves to be somewhat different from the indications. Not so thoughtful a weighing of world conditions as it is presented as being, but probably more popular in general appeal - distinctly sensational, not only in the selection of the material but in the method of handling. A kaleidescopic picture of world events from the armistice to the early months of the Roosevelt administration. Headline material mixed in with apparently trivial local happenings, brought together in news reel fashion, rather than in carefully assorted and considered fashion. What could be more telling, however, than such a juxtaposition of facts as the statement that Mussolini's March on Rome (via pullman) Hitler's Beer Revolution, and the Hall-Mills murder trial occurred simultaneously, with the result that the murder trial held the front pages of the American papers. Should appeal to much the same audience as ONLY YESTERDAY, though it is not so entertainingly written. $3.00

June 14

Loomis, Alfred, Ed. YACHTS UNDER SAIL Morrow

The book of the year for the man interested in boats, and at a price within reach of even flattened pocketbooks. Close to a hundred stunning photographs that fall loosely under such classifications as boats on the wind, boats off the wind, racing starts and finishes, cruising scenes, rough weather, dramatic accidents, etc. Sailing craft of every type and size, and all of those that have made history since the war. With the yachting season opening, with a potential audience of over 12,000 people in this country interested in sailing, this book is ideal for that plus sale which might be secured by personal letters to individual customers interested in the subject, who would welcome news of such a book. Alfred Loomis and Gordon Aymar, who designed the book, are both ardent salt water sailors. $3.00

August 9

Gleeson, Gertrude — LONDON ZOO — McBride

An animal book, designed for grown ups, which the children will claim as their very own. Try it in both departments. The author tells the story of the inhabitants of a great zoo in an entertaining and highly instructive way, - where they came from, how they were captured and brought to the zoo, how they are cared for, and what their captivity means to science and the public. Full of anecdotal material which gives a personality to the individual animals, and tells of exciting adventures among the zoo residents. Illustrated with fine photographs. $2.50

August 23

Dunn, H. H. — ZAPATA: The Scourge of Mexico (Crimes or Justice) — McBride

The dramatic story of a modern legendary hero-in-the-making, the "machete of Mexico" he called himself, - bandit, highwayman, robber chief, who for years harried the highways and byways of Mexico, and made and unmade presidents at will. Dunn was with him for years, as newspaper correspondent, and played an exciting part in many of his fantastic adventures and hairbreadth escapes. As thrilling reading as any detective story, with the added appeal of being a sympathetic and authentic picture of a real character of our own time. A man's book primarily. $3.00

RECOMMENDED MYSTERIES & WESTERNS

July 6

Markham, Virgil — INSPECTOR RUSBY'S FINALE — Farrar & Rinehart

A blood curdling tale of murder and a houseparty on Salisbury plain. $2.00

July 14

Oppenheim, E. Phillips — JEREMIAH AND THE PRINCESS — Little, Brown

One of Oppenheim's best, with an impecunious King and a Princess who is part American, and a country not found on any map. Dramatic, absorbingly interesting. $2.00

July 21

Rees, Arthur J. — MYSTERY AT PEAK HOUSE — Dodd, Mead

An A 1 horror tale, English society background, with mystery centering around a scientist, a cage with a mysterious occupant, and a strange language. $2.00

Morrah, Dermot — THE MUMMY CASE — Harper

Strikes a new note in the mystery field - Oxford dons and a Russian savant and the department of Egyptology. For the "high brow" enthusiast. $2.00

~~July 27~~ aug 10

Wentworth, Patricia — WALK WITH CARE — Lippincott

English officialdom - a parrot as Greek chorus - a sleep walker as dea ex machina and a fortune teller at the root of the trouble. $2.00

August 2

McDonald, Philip — MYSTERY OF THE DEAD POLICE — Doubleday, Doran

Society and the police force play against each other in a story of revenge. $2.00

June 16

Brand, Max — THE LONGHORN FEUD — Dodd, Mead

A really original western, in which a mysterious stranger, with the aid of a delightful small boy, succeeds in smashing the terror that has held the town in leash, and in providing plenty of excitement and danger in the process. $2.00

SUMMER JUVENILES

Already Published

Aldis, Dorothy — THE MAGIC CITY — Minton, Balch

A rather disappointing book on the Fair, written in the time-worn fashion of the uncle taking the children to the show. But it contains plenty of live information about the Fair, told simply enough to interest a child of eight to ten. $1.25

Irving, William — THE NORTH WOODS — Putnam

A really good book about camping in the woods, with sufficient action to carry the information, and with plenty of woodcraft and camping lore. $1.75

June 1

Washburne, C. & H. — THE STORY OF EARTH AND SKY — Century

Carleton Washburne is the director of the Winnetka Schools, and has given the material used in this book thorough testing. Designed for younger children than the Maxwell Reed books. The conception of the universe and the world's place in it is very well handled, and the opening chapters take the young reader down through the ages of the earth, to the beginning of civilization. Then comes a section of questionable value - an imaginary trip to the sun and moon and Mars and so on, in a space ship. The mixing of fantasy and fact weakens the scientific aspect, in this reader's opinion. However, there is a distinct value in the introduction of the study of the heavens by means of the Greek legends, and the book might serve as a springboard for a plus sale of the new Stokes' edition of Bulfinch's AGE OF FABLE. And the section which deals with the place of the myth and superstition in history fits into the early steps of Greek and Roman History. The last part deals with the human history of science, and the contributions made by the great natural scientists of the world. The plea for open-mindedness on the part of young readers, with which the book closes, is admirable. For the average nine, ten, eleven-year old. $3.50

July 5

Lamb, Harold KIRDY Doubleday, Doran

Harold Lamb is, perhaps, the best of the romantic biographers for older boys. He chooses primarily hero characters from history, and in none has he been more fortunate in his selection than in KIRDY. The period is that following the death of Ivan the Terrible, the story is built around the revenge of the betrayal of a regiment of Cossacks by a Cossack, Otrepiev. There is a thread of romance introduced, which probably has a basis of fact, for Harold Lamb can be counted on for thorough scholarship in his approach and handling of his material. A dramatic tale, extremely well told. $2.00

Note these changes in publication date and in price.

TWENTY YEARS A GROWING by Maurice O'Sullivan (Viking) from June 23 to August 1

ARCHES OF THE YEARS by Halliday Sutherland (Morrow) from $3.00 to $2.75